

# **511 Transit Campaign Proposal**

March 23, 2010

## **Overview**

MTC would like to implement a campaign this spring to promote 511 transit services—specifically the trip planner. We know that people use the trip planner for their out of the ordinary or unfamiliar trips primarily, not for their regular commute. This means that we cannot predict when people will have the need to use the tool, but we can attempt to appeal to a variety of use cases through our ad messaging and media placements.

This campaign will be the first that MTC implements to drive people to use 511 Transit. Only a small effort was launched last year which piggy backed the Departure Times launch. We realize that this will be a challenge given an extremely low awareness of public transportation information being part of the 511 offering among Bay Area residents and the fact that less than 15% of Bay Area residents use transit as their primary/commute mode of transportation. We need to reach people who are most likely to use the transit trip planner on 511.org. Additionally, MTC would like to promote the new mobile transit trip planner, but this is the secondary focus for the campaign.

## **Objectives**

- Primary: Increase visits to transit.511.org and usage of the 511 transit trip planner (Goal % to be determined after media is selected. We will track campaign impressions, click-through-rate, trip planner usage)
- Secondary: Increase usage of the 511 mobile transit trip planner (Goal % to be determined after media is selected.)

## **Target Audience**

- Bay Area transit users (very infrequent to frequent)
- Younger adults (18-39) on the go/socially active

## **Geography**

- 9 county Bay Area (With less emphasis on San Jose)

## **Strategies**

- Focus media primarily online to provide a direct link to transit.511.org and generate click-through
- Reach potential users by targeting based on behavior/use cases such as;
  - Social outings; restaurants, clubs, weekend guides
  - Sporting events; Giants or A's games

- Bay Area popular destinations
  - Visiting friends and family around the Bay Area
  - Medical appointments
- Promote using banner ads placed near content related to use cases
  - Banner ads strategically placed and served only to Bay Area IP addresses
- Develop compelling and relevant creative to capture attention online
  - Messaging to communicate benefits of 511 trip planner; why do I need/want to use it?
- Identify mobile media vehicles or apps to promote the mobile trip planner
  - Will be a small percentage of overall media purchase
- Reach riders on the go by securing non-paid transit space working with partners at SFMTA

## **Tactics**

### **Media being considered (Details to come in Media Plan)**

- Online sites that cater to younger adults who are socially active
- Sites that are destination related (e.g., Yelp, SF Giants, etc.)
- Popular local sites (e.g., SF gate, San Francisco Citysearch)
- Popular mobile sites and apps (e.g., Yelp)
- All online ads will be tracked and reported, from ad click through to visit and trip plan as part of the media buy

### **Non-paid Media**

- Utilize donated transit space from SFMTA on buses to promote mobile trip planner for most immediate access by riders (quantity of bus cards TBD at this point)

### **Creative**

- Develop a series of online banner ads with various messages and in various sizes per media buy
- Consider low budget video content such as 'man on the street' related to trip planning
- Possible entry point to trip planner embedded in banner ads and prefilled with popular destinations
- Develop two different creative messages/executions for Muni interior bus cards
- Design a self contained logo/link with copy line that can be emailed to partners by MTC for ongoing efforts to gain more usage of 511 Transit

## **Deliverables and Revisions**

- Media Brief – Draft, Final Brief
- Campaign Proposal – Draft, Revised Draft, Final Proposal
- Business Development Proposal – Draft, Final Proposal
- Media Plan – Draft, Final Plan
- Campaign Evaluation Plan – Draft, Final Plan
- Creative; banner ads, transit ads, email 'kit' – Initial creative concepts, Revised creative, Final creative

## **Campaign Evaluation Plan**

A campaign evaluation plan will be submitted once the media plan is complete. The evaluation plan will identify the campaign goals, including percentage increase in usage expected, and how we will measure usage. Upon campaign completion, we will provide a Campaign Evaluation Report which provides the results of the effort.

## **Other Efforts**

MTC has requested additional marketing efforts to be covered under the same campaign budget. They include:

### **Business Development Support**

- We will work with MTC to develop realistic goals for this effort.
- We will develop a list of 15-20 target sites, most of which we have already established relationships, and contacts them to attempt to secure meetings. We might expect fewer than 5 meetings as a result.
- We will develop a presentation which can be customized for each potential partner meeting.
- We will include a mock-up of what we can provide to them in the presentation—either the designed logo/link with copy line *or* a simple trip planner entry form that could be easily used on partner site (as simple as start and end boxes, plus a Plan Trip button).
- We will hold the meetings with potential partners and represent MTC.
- We will work with one (pilot) partner on coordination and implementation of link or simple tool upon securing them.
- Estimated fees for this effort will only afford one full partner implementation.

### **Email Kit**

- We will design an email “kit” that consists of a logo, link and line of copy that is self contained for potential partners to be able to place on their websites with ease. This design could replace the very basic logos/links that 511 already has in place on partner websites as well as be introduced to new partners. MTC will manage the distribution of this “kit”.

### **Earth Day Sponsorship**

- MTC is exploring options for an Earth Day Sponsorship, which would come out of this campaign budget.

## **Timeline** (creative timing to come upon proposal approval)

<b>Date(s)</b>	<b>Steps</b>
03/16	Approval of Media Brief
03/22	Submit Campaign Proposal
Week of 03/22	Client comments to Proposal
03/29	Final approval of Proposal/proceed to Media Planning, creative
Week of 04/19	Present Media Plan
Week of 04/26	Client comments to Media Plan due
Week of 05/10	Submit Revised Media Plan
Week of 05/17	Client final approval of Media Plan due
Week of 05/17	Submit Campaign Evaluation Plan
Week of 05/31	Client comments to Campaign Evaluation Plan due
Week of 05/31	Submit Revised Campaign Evaluation Plan
06/01	Campaign launches
06/04	Final approval of Campaign Evaluation Plan

## **Estimated Budget**

For the transit campaign and additional efforts requested:

Online/mobile media (6 wks estimated)	\$200,000
Fees for media planning/placement/tracking, account mgmt, creative development of digital and transit ads	\$65,000
Production of bus cards (Muni non-paid space only)	\$2,000
Business Development effort (fees/time)	\$13,000
Asset Development for delivery to partner (depending on results of biz dev effort, may be simple trip planner form)	\$5,000
Email Kit/design and copy	\$5,000
Earth Day sponsorship (TBD)	\$5,000
Giants iPhone app sponsorship (TBD)	\$5,000
<hr/> Total Spend/budget:	<hr/> \$300,000